

PSJ17 Exh 85

**File Provided Natively**



# **FENTORA 2011 Brand Plan**

*ERL Tactical  
Recommendations*

*July 15, 2010*

 **FENTORA.**  
fentanyl buccal tablet ©  
optimize onset





## Strategic Review

## FENTORA SWOT Analysis

### Strengths

- Precise/Not over-medicating
- Flexibility to re-dose/Delivery matches pain
- Fast and powerful
- Reliable and predictable
- Permits patient functionality
- Bright future – Pipeline
- Heritage – Well-studied/Proven
- REMS as safety net

### Opportunities

- Focus on *FENTORA* core messaging and making it more relevant (because competitors are expanding knowledge of the BTP market)
- Shift focus from illness to wellness, to elevate the aspirational benefits and possibilities from treatment with *FENTORA*
- Establish a unified approach to treatment across various HCP stakeholders
- Facilitate earlier identification of patients

### Weaknesses

- Expensive/Lack of coverage – weak Cost vs. Value perception
- REMS is viewed as a hassle
- Misunderstood – across all stakeholders
- Limited peer influence – HCPs and patients
- Lack of consistent messaging or sales force focus (e.g. “BTCP” vs. “BTP”)
- Low awareness

### Threats

- Limited differentiation among ROOs, except in delivery and REMS hassle factor
- SAOs hold strong in the minds of prescribers
- Managed care pricing limit use
- KOL base is small

- The team put a stake in the ground and gained consensus on key strategic elements that led to the development of the Strategic Map
  - Vision for 2011 and for the long-term future
  - 2011 objectives
  - Critical success factors
  - Core strategies



## **FENTORA 2011 Vision & Objectives**



### **2011 Objectives**

- *FENTORA* is viewed as a viable 1<sup>st</sup>/2<sup>nd</sup> line choice for BTP
- *FENTORA* is perceived as unique within BTP treatment options
- HCPs and Patients recognize “function” as a goal of therapy
- Leadership role among ROOs is maintained



## FENTORA Critical Success Factors



### Key Issues & Leverage Points

### Critical Success Factors

Breakdown of communication across the continuum of care inhibits use of *FENTORA*



Ensure productive dialogue so that elevated expectations remain intact

Goal of treatment is currently limited to relief of pain



Convince the market that there's more than pain relief and that it's possible to achieve

BTP assessment is subjective and individualized



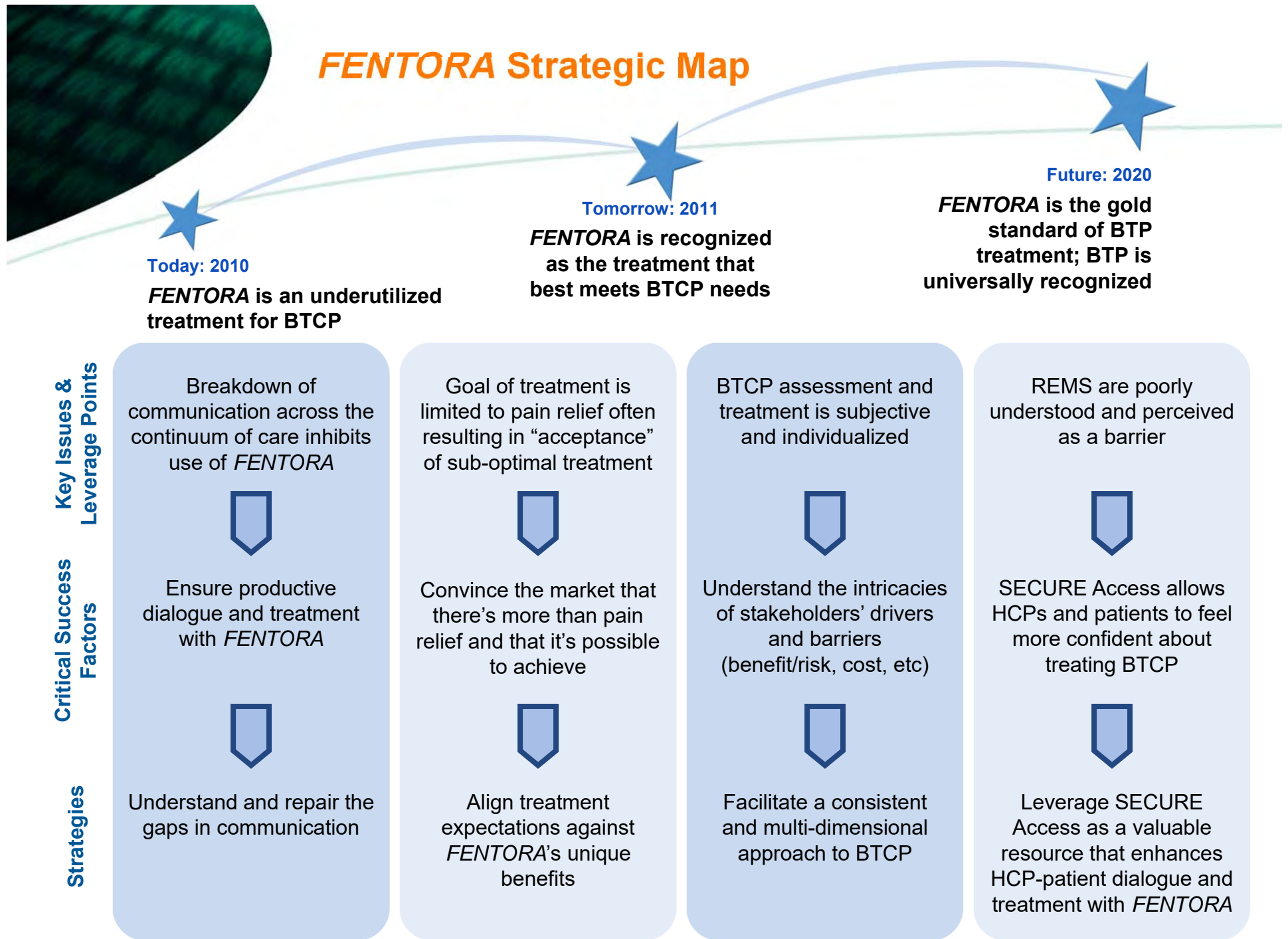
Understand the intricacies of stakeholders' drivers and barriers

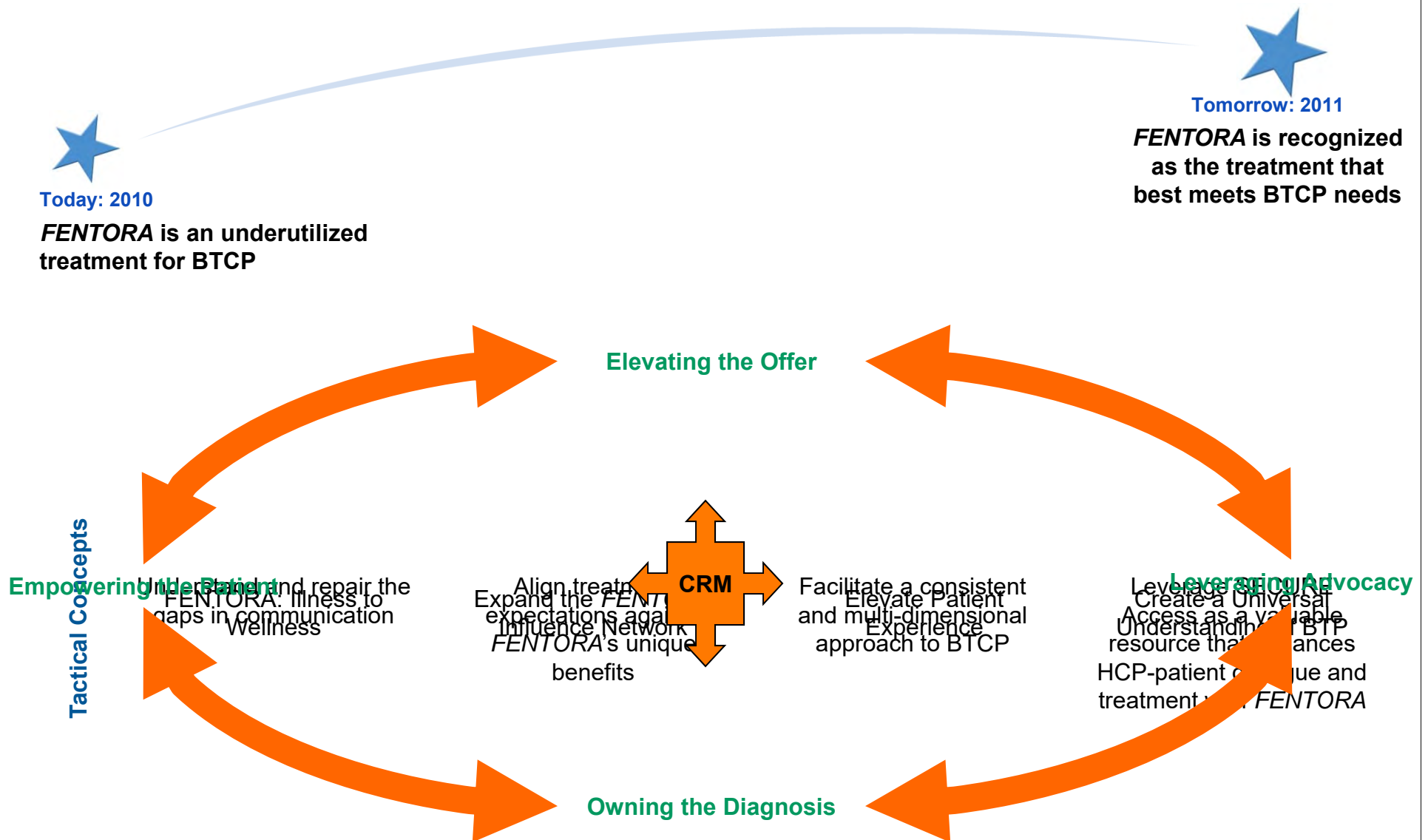
REMS are poorly understood and perceived as a barrier



SECURE allows HCPs and patients to feel more confident about treating BTP









## 2011 Tactical Plan Recommendations



## Rebranding *FENTORA* from Illness to Wellness

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### Concept:

- Expand upon and continue to refine the *FENTORA* brand story to focus on successful treatment outcomes framed within patient functionality



## Illness to Wellness Message Pull Through

### Strategy Addressed

(highlight primary strategic driver)

1) Understand and repair the gaps in communication

2) Align treatment expectations against FENTORA's unique benefits

3) Facilitate a consistent and multi-dimensional approach to BTCP

4) Leverage SECURE Access as a valuable resource that enhances HCP-patient dialogue and treatment with FENTORA

Objective	<ul style="list-style-type: none"> <li>Reinforce knowledge about BTP identification and evolve messaging from treatment matching to regaining/maintaining functional goals</li> </ul>
Description	<ul style="list-style-type: none"> <li>Evolve existing and future selling materials to frame efficacy and successful treatment in terms of functional outcomes</li> <li>Inclusive of but not limited to:               <ul style="list-style-type: none"> <li>CVA and flashcards</li> <li>Case Assessment Detailer</li> <li>Oncology Leave Behind</li> <li>Convention panels</li> <li>Brand and unbranded websites</li> <li>Print and online media</li> </ul> </li> </ul>
Target Audience	<ul style="list-style-type: none"> <li>Pain Management Specialist (MD, nurse) Oncologist (MD, nurse), Patient, MMR</li> </ul>
Timing	<ul style="list-style-type: none"> <li>Q42010 Initiation, Q1 Launch</li> </ul>
Cost	<ul style="list-style-type: none"> <li>\$600,000</li> </ul>
Metrics	<ul style="list-style-type: none"> <li># Prescribers, NRx, primary &amp; secondary market research</li> </ul>
Additional requirements/opportunities	<ul style="list-style-type: none"> <li>Sales force, MSL, Medical Education, MMR, Public Relations, 3rd party</li> </ul>

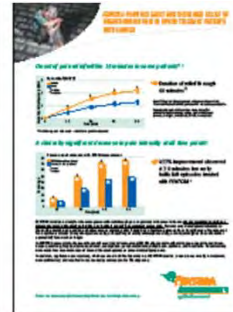
# Illness to Wellness Message Pull Through



es Aid



Flash Cards



id Assessment Series



Oncology Leave Behind



Convention Panels

## Digital Selling Companion & Objection Handler

### Strategy Addressed


(highlight primary strategic driver)

- 1) Understand and repair the gaps in communication
- 2) Align treatment expectations against **FENTORA's** unique benefits
- 3) Facilitate a consistent and multi-dimensional approach to BTCP
- 4) Leverage **SECURE Access** as a valuable resource that enhances HCP-patient dialogue and treatment with **FENTORA**

<b>Objective</b>	<ul style="list-style-type: none"> <li>To leverage technology to complement sales force selling tools, allowing for seamless, cost-effective updates and optimization of messaging throughout a fiscal year</li> <li>To increase HCP acceptance and awareness of BTP</li> </ul>
<b>Description</b>	<ul style="list-style-type: none"> <li>Digital Selling Companion to be installed on rep laptops; leverages existing visual aid and “build your own brochure” technology</li> <li>Creates “conversational selling” and aids in uncovering HCP decision-making behavior</li> <li>Survey Polling allows reps to understand what physician colleagues are saying</li> <li>The Digital Selling Companion houses the Digital Objection Handler</li> <li>Incorporates managed markets semi-annual data updates</li> <li>Digital Objection Handler to help reps in segmented selling as well as assistance with probing questions as it pertains to appropriate patient dialogue</li> </ul>
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>Sales Force</li> </ul>
<b>Timing</b>	<ul style="list-style-type: none"> <li>Q3 Launch</li> </ul>
<b>Cost</b>	<ul style="list-style-type: none"> <li>\$150,000-\$225,000</li> </ul>
<b>Metrics</b>	<ul style="list-style-type: none"> <li>Clicks per asset; time spent per asset, rep survey results, extended sales calls as a result, ability to leverage assets in other media for cost efficiency</li> </ul>
<b>Additional requirements/opportunities</b>	<ul style="list-style-type: none"> <li>Requires integration with sales force hardware; sales training; sales survey on functionality and recommendations</li> </ul>

## Digital Selling Companion

### Digital Selling Companion




Print Share

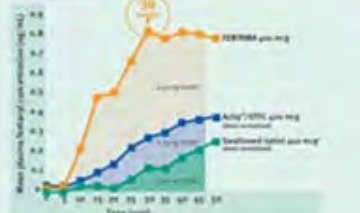
Open

Data  
Add +


Mandatories



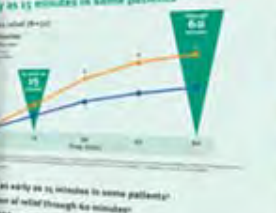
FENTORA achieves mean peak plasma concentrations at 30 minutes<sup>1,2,3</sup>




▲ Nearly 3 times the early systemic exposure of Actiq/OTFC (oral transmucosal fentanyl citrate)<sup>1,2,3</sup>




FENTORA provides onset of pain relief from BTP by as early as 15 minutes in some patients<sup>4,5</sup>



▲ As early as 15 minutes in some patients<sup>4,5</sup>  
▲ Onset of relief through 40 minutes<sup>4,5</sup>  
▲ BTP provides relief that's BTP-specific<sup>4,5</sup>



FENTORA for opioid tolerant patients with cancer pain




▲ BTP intensity in some patients<sup>6,7</sup>

You added: 

Open

Data



Next Step



## FENTORA.com Evolution

### Strategy Addressed

(highlight primary strategic driver)

- 1) Understand and repair the gaps in communication
- 2) Align treatment expectations against FENTORA's unique benefits
- 3) Facilitate a consistent and multi-dimensional approach to BTCP
- 4) Leverage SECURE Access as a valuable resource that enhances HCP-patient dialogue and treatment with FENTORA

Objective	<ul style="list-style-type: none"> <li>To leverage brand equity to prepare for label expansion via an online environment.</li> <li>Add tools to facilitate the appropriate treatment of patients; to better inform HCPs of diagnosis, treatment decisions and studies.</li> </ul>								
Description	<ul style="list-style-type: none"> <li>FENTORA.com: A general facelift to enhance usability and visual design to better align with strategic objectives, message evolution and lead generation goal               <ul style="list-style-type: none"> <li><u>Interactive Clinical Case Studies</u> – Interactive HCP recall for interaction, measurement and education</li> <li><u>Digital Data Module</u> – Showcases key studies in a searchable, scanable presentation</li> <li><u>Doc Finder</u> – Help patients find a pain specialist in their area</li> </ul> </li> </ul>								
Target Audience	<ul style="list-style-type: none"> <li>PCS, Onc, Onc Nurses, Patients, Caregivers</li> </ul>								
Timing	<ul style="list-style-type: none"> <li>Q1 Launch, Q3 launch</li> </ul>								
Cost	<table> <tr> <td>FENTORA.com Evolution</td><td>\$100,000</td></tr> <tr> <td>Interactive Clinical Case Studies</td><td>\$75,000 - \$105,000</td></tr> <tr> <td>Digital Data Module</td><td>\$125,000 - \$150,000</td></tr> <tr> <td>Doc Finder</td><td>\$30,000</td></tr> </table>	FENTORA.com Evolution	\$100,000	Interactive Clinical Case Studies	\$75,000 - \$105,000	Digital Data Module	\$125,000 - \$150,000	Doc Finder	\$30,000
FENTORA.com Evolution	\$100,000								
Interactive Clinical Case Studies	\$75,000 - \$105,000								
Digital Data Module	\$125,000 - \$150,000								
Doc Finder	\$30,000								
Metrics	<ul style="list-style-type: none"> <li>Better understand prescriber and patient mindsets at brand choice level.</li> <li>Registration-required content, most-viewed content, traffic to site, path analyses, downloads, registrations, referring traffic to BTP.com and SYP.com will be measured</li> <li>Views per case, time spent per slide, time spent viewing videos, opt-ins, survey answers, segmentation analysis</li> <li>Downloads, interactions, time spent per page, could require registration</li> <li>Interaction, participating HCPs, # prescribers, NRx</li> </ul>								
Additional requirements/opportunities	<ul style="list-style-type: none"> <li>Leads to pass to sales force, work with Cephalon IT to host and launch</li> <li>Consider expanding to more than two cases</li> <li>Medical education, market research integration</li> <li>Doc Finder requires list rental</li> </ul>								

## Interactive Clinical Case Studies



The interface features a doctor in a white coat on the left. The main content area displays the patient's name 'Angela' in green, a quote '“Even with the increase in my opioid medication, I still get pain.”', and a small photo of the patient. Below this is the 'Patient History' section with two columns: 'History of present illness' and 'Current pain medications'. The bottom of the interface has a green bar with the FENTORA logo and a navigation bar with buttons for 'Previous Slide', a series of numbered slides (1-13), and 'Next Slide'.

close X

### Angela

“Even with the increase in my opioid medication, I still get pain.”

#### Patient History

<b>History of present illness</b>	<b>Current pain medications</b>
<ul style="list-style-type: none"><li>• 51-year-old female with a history of breast cancer, bilateral mastectomy 1 year ago</li><li>• Metastatic lesions in hips</li></ul>	<ul style="list-style-type: none"><li>• Neurontin® 300 mg</li><li>• Duragesic® 50 mcg every 3 days (increased from 25 mcg)</li></ul>

FENTORA

Previous Slide

1 2 3 4 5 6 7 8 9 10 11 12 13

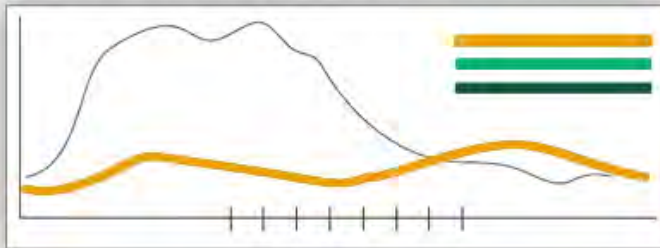
Next Slide

## Digital Data Module

### IXL-367 Clinical Study

[Study Design](#)
[Abstract](#)
[Results](#)
[Summary](#)
[Study Design Introduction Headline](#)
[View Poster](#)
[Ask the Expert](#)

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[play video](#)


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☒ Narration


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☐ Narration

#### Clinical Pearls

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#### Lorem Ipsum

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#### Resources

[▶ Download Slide Kit](#)
[▶ Download Full Presentation](#)
[▶ Download Tool TBD](#)

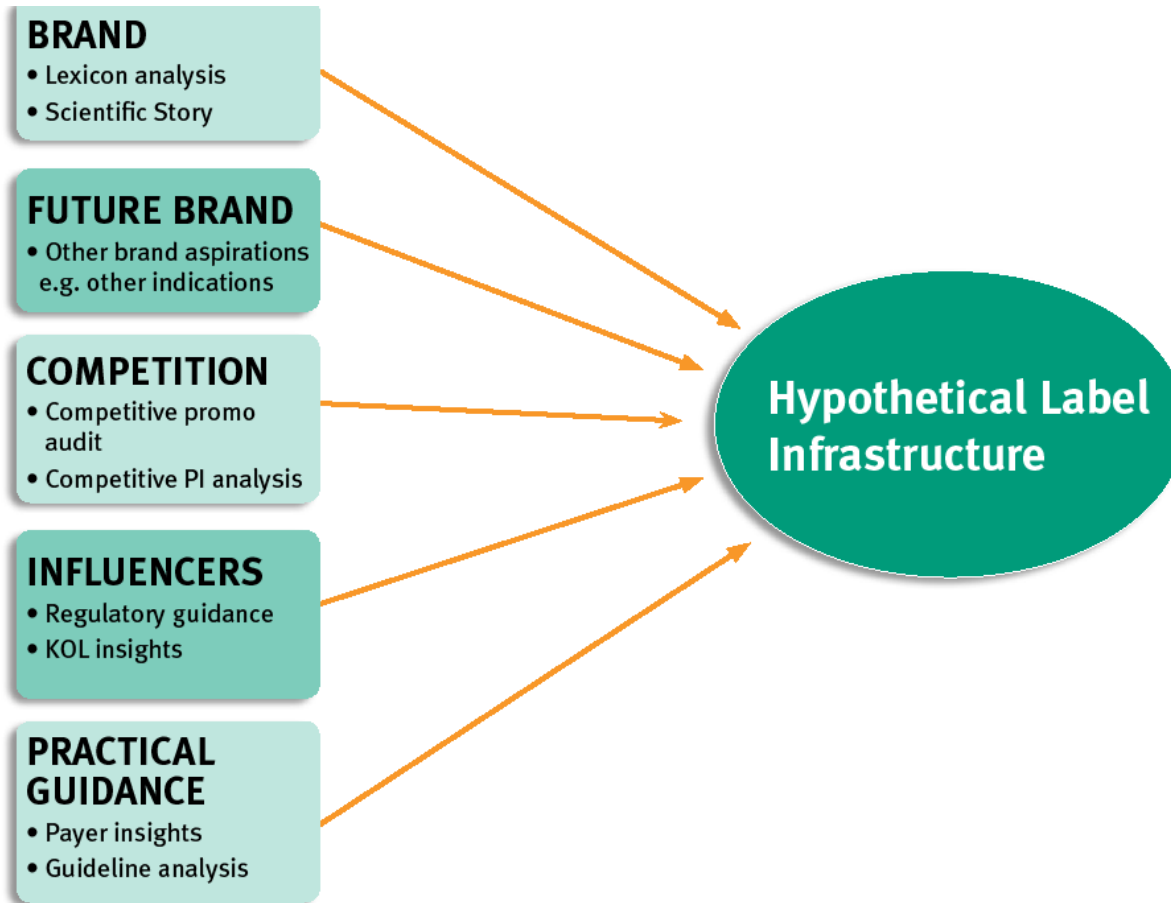


## Label Optimization Initiative

<b>Strategy Addressed</b> (highlight primary strategic driver)  1) Understand and repair the gaps in communication  <b>2) Align treatment expectations against FENTORA's unique benefits</b>  3) Facilitate a consistent and multi-dimensional approach to BTCP  4) Leverage SECURE Access as a valuable resource that enhances HCP-patient dialogue and treatment with FENTORA	<b>Objective</b>	•Create a process to pro-actively engage and prepare the marketing team for upcoming Fentora label changes and new clinical data
	<b>Description</b>	• Ongoing process provides the marketing team with information and resources needed to <ul style="list-style-type: none"> <li>• Immediately help shape language &amp; tone of the pending REMS label update so that it most favorably aligns with brand strategy</li> <li>• Proactively incorporate elements of anticipated REM label change into new initiatives</li> <li>• Anticipate future label changes to drive market conditioning efforts for non-cancer indication , functional claims, etc.</li> </ul>
	<b>Target Audience</b>	•Medical, Regulatory, Legal, KOL, FDA, Marketing
	<b>Timing</b>	•Immediate initiation, Q1 Launch coinciding with SECURE ACCESS
	<b>Cost</b>	•\$70,000
	<b>Metrics</b>	•Percentage of requested changes approved by the FDA that end up in the final label/ increased team efficiency, rapid adoption of new claims via primary & secondary market research
	<b>Additional requirements/ opportunities</b>	•Scientific story, category lexicon analysis, competitive PI analysis, advisory board access, Payor pull through



## Label Optimization Initiative





## Expanding the *FENTORA* Influence Network

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### Concept:

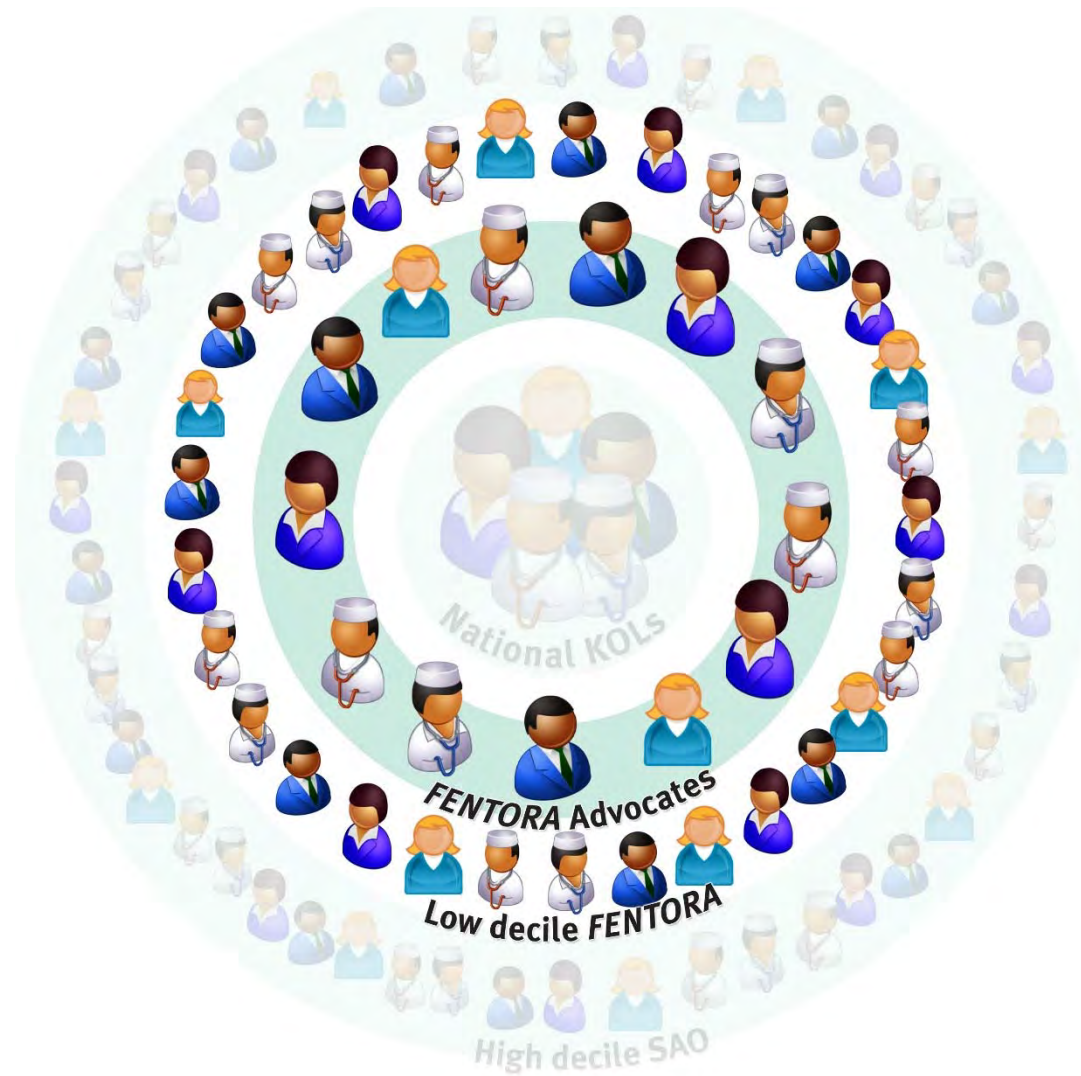
- Create and leverage KOL relationships that most closely align with *FENTORA* messaging
- Identify pain management clinicians from the front lines of *FENTORA* expertise and grow them into a new breed of influencers



## Mapping KOL Influence

<b>Strategy Addressed</b> (highlight primary strategic driver)  <b>1) Understand and repair the gaps in communication</b>  <b>2) Align treatment expectations against FENTORA's unique benefits</b>  <b>3) Facilitate a consistent and multi-dimensional approach to BTCP</b>  <b>4) Leverage SECURE Access as a valuable resource that enhances HCP-patient dialogue and treatment with FENTORA</b>	<b>Objective</b>	<ul style="list-style-type: none"> <li>Identify &amp; leverage existing and future KOLs in pain management and oncology pain management, that most closely align with <i>FENTORA</i> messaging</li> </ul>
	<b>Description</b>	<ul style="list-style-type: none"> <li>Clearly define the differences between opinion leaders, advocates, and market influencers to allow for more targeted communications and more efficient medical/marketing activities</li> <li>Determine how to optimize peer consensus, stimulate overall discussion, and achieve product acceptance among cancer pain management HCPs</li> <li>Identify a Pain Advocacy Influence Network (P.A.I.N.) from the front lines of <i>FENTORA</i> expertise and elevate them into higher levels of influence</li> <li>Leverage P.A.I.N. to gain <i>FENTORA</i> influencer insights and identify <i>FENTORA</i> patient stories and imagery for evolved selling materials and communications</li> </ul>
	<b>Target Audience</b>	<ul style="list-style-type: none"> <li>Pain Management Specialist, Oncologist, Payor</li> </ul>
	<b>Timing</b>	<ul style="list-style-type: none"> <li>Q3 2010 Initiation, Q2 2011 Launch</li> </ul>
	<b>Cost</b>	<ul style="list-style-type: none"> <li>\$175,000-\$300,000</li> </ul>
	<b>Metrics</b>	<ul style="list-style-type: none"> <li>Influence mapping 75% call plan, 30% increase new KOL's</li> </ul>
	<b>Additional requirements/opportunities</b>	<ul style="list-style-type: none"> <li>Sales force, MSL, Medical Education, MMR, Public Relations</li> </ul>

## Mapping KOL Influence







## White Paper Series

### Strategy Addressed

(highlight primary strategic driver)

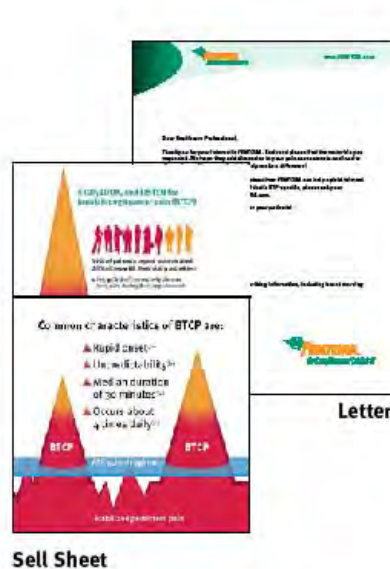
- 1) Understand and repair the gaps in communication
- 2) Align treatment expectations against FENTORA's unique benefits
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- 4) Leverage SECURE Access as a valuable resource that enhances HCP-patient dialogue and treatment with FENTORA

Objective	<ul style="list-style-type: none"> <li>Shape and define BTP identification, management and treatment practices</li> </ul>
Description	<ul style="list-style-type: none"> <li>White paper series and subsequent live programming rollout and non-personal communication pull-through. Topics would include:               <ul style="list-style-type: none"> <li><b>Burden of Illness outcomes/implications</b></li> <li><b>Maximizing FENTORA and BTP Benefit:Risk ratio</b> –                   <ol style="list-style-type: none"> <li>Principles of decision science &amp; risk analysis</li> <li>Risk modeling &amp; protocol development</li> <li>Risk management and communication</li> <li>FENTORA risk architecture</li> </ol> </li> <li><b>REMS/SECURE</b> – Positive effect on opioid prescribing</li> </ul> </li> </ul>
Target Audience	<ul style="list-style-type: none"> <li>Oncology, Pain Management Specialists and respective nurses</li> </ul>
Timing	<ul style="list-style-type: none"> <li>Q2 Initiation, Q3 Launch</li> </ul>
Cost	<ul style="list-style-type: none"> <li>\$360,000</li> </ul>
Metrics	<ul style="list-style-type: none"> <li># New prescribers, primary &amp; secondary market research</li> </ul>
Additional requirements/opportunities	<ul style="list-style-type: none"> <li>MSL, Medical Education, MMR, Public Relations, Sales Force</li> </ul>

## Transference of Experience

<p><b>Strategy Addressed</b> (highlight primary strategic driver)</p> <p>1) Understand and repair the gaps in communication</p> <p>2) Align treatment expectations against FENTORA's unique benefits</p> <p>3) Facilitate a consistent and multi-dimensional approach to BTCP</p> <p>4) Leverage SECURE Access as a valuable resource that enhances HCP-patient dialogue and treatment with FENTORA</p>	<b>Objective</b>	<ul style="list-style-type: none"> <li>Expand BTP identification and appropriate treatment with <i>FENTORA</i></li> </ul>
	<b>Description</b>	<ul style="list-style-type: none"> <li>Regional KOL endorsed selling materials for use among HCPs with limited-to-no <i>FENTORA</i> experience</li> <li>Materials would include checklist/questionnaires to 1) facilitate BTP patient identification, 2) track progress of <i>FENTORA</i> treated patients</li> <li>Benefits of SECURE message delivery</li> <li>Aggregate program <i>FENTORA</i> usage / patient tracking information would be collected for use in follow-up communications</li> <li>Program delivery by MSLs and sales representatives, by target prescriber behaviors (ie. High volume SAO, low decile <i>FENTORA</i>)</li> <li>Materials could be customized to regional influencers</li> </ul>
	<b>Target Audience</b>	<ul style="list-style-type: none"> <li>Oncology, Pain Management Specialists and respective nurses</li> <li>Low – medium decile <i>FENTORA</i> Rxers</li> <li>High volume SAO Rxers</li> </ul>
	<b>Timing</b>	<ul style="list-style-type: none"> <li>Q1 Initiation, Q2 Launch</li> </ul>
	<b>Cost</b>	<ul style="list-style-type: none"> <li>\$250,000</li> </ul>
	<b>Metrics</b>	<ul style="list-style-type: none"> <li># New Prescribers, NRx, increased live programming attendance</li> </ul>
	<b>Additional requirements/opportunities</b>	<ul style="list-style-type: none"> <li>MSL, Sales Force, Medical Education, MMR, Public Relations</li> </ul>

# Transference of Experience

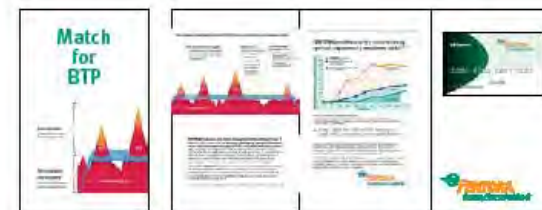


Sell Sheet

Letter

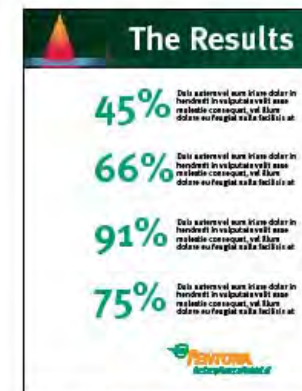


Holder and Kits



Patient Enrollment Kit with voucher

Questionnaire and Data Capture



Flash Card

## BTP Professionals Network

### Strategy Addressed

(highlight primary strategic driver)

- 1) Understand and repair the gaps in communication
- 2) Align treatment expectations against *FENTORA*'s unique benefits
- 3) Facilitate a consistent and multi-dimensional approach to BTCP
- 4) Leverage **SECURE Access** as a valuable resource that enhances HCP-patient dialogue and treatment with *FENTORA*

<b>Objective</b>	<ul style="list-style-type: none"> <li>Build a peer-to-peer network beginning with <i>FENTORA</i> KOLs to foster conversation around BTP and its potential treatment options.</li> </ul>
<b>Description</b>	<ul style="list-style-type: none"> <li><b>Online Community</b> where KOLs can gather in a private, closed environment leveraging third-party platform (Within3)</li> </ul>
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>KOLs as pilot; intention to allow invitation functionality to grow virally</li> </ul>
<b>Timing</b>	<ul style="list-style-type: none"> <li>Q1 Initiation, Q2 Launch</li> </ul>
<b>Cost</b>	<ul style="list-style-type: none"> <li>\$405,000</li> </ul>
<b>Metrics</b>	<ul style="list-style-type: none"> <li>Number of conversations, trends within conversations, incremental Rx lift based on program start, expanded target list, comparison to KOL mapping</li> </ul>
<b>Additional requirements/opportunities</b>	<ul style="list-style-type: none"> <li>Requires sales force announcement that community has launched; possible integration into conferences; link to market research, monthly trendspotting</li> </ul>




## BTP Professionals Network

# The **BTP Exchange**


New to the community? [Watch a video](#) | [Community Guidelines](#) [Report Averse Event](#)

- HOME
- FEATURED TOPICS
- EVENTS
- MEMBERS
- RESOURCES
- SUBSCRIPTIONS


### IN YOUR NETWORK




Nate Crawford  
MSL




Michelle Burling  
Steward




Robert Bennett  
Cleveland Clinic



Joe Hess  
Chagrins Hospital



Donald Hugh  
NYU Medical



Jane Johnson






### FEATURED TOPIC

#### Management of breakthrough cancer pain in individuals with history of abuse

Presented by Dmenm Tsmdwjha MD, Giuuadas Yhdjad, MD and Kuedhje Shfdmjfdjs MD

**Objectives:** Hmet, consectetur uer adipiscing elit, sed diam nonum olor sit amet, consectetur uer adipiscing elit, sed jsu Nkdiuudd diam nonum olor sit amet, consectetur uer adipiscing elit

**LATEST COMMENTORS:**




**April 9:** dolor sit amet, consectetur uer adipiscing elit, sed diam nonum

**May 2:** dolor sit amet, consectetur uer adipiscing elit, sed diam nonum





**June 5:** dolor sit amet, consectetur uer adipiscing elit, sed diam nonum


### Nate's Exchange



Welcome to The *FENTORA* Dialogue, sed diam nonum olor sit amet, consectetur uer adipiscing elit, sed jsukudffn dkukisjdiwoif ekjuoieoi diam nonum olor sit amet, consectetur uer adipiscing elit, sed diam nonum hjaaykdbnckyudc ajhldadud dkajhdqndlhdd kqjd qjldd;d dkqudKOLs.

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**Breakthrough Cancer Pain in VA Hospitals**

## HCP Video Testimonials and BTP Video FAQs

### Strategy Addressed

(highlight primary strategic driver)

- 1) Understand and repair the gaps in communication
- 2) Align treatment expectations against *FENTORA*'s unique benefits
- 3) Facilitate a consistent and multi-dimensional approach to BTP
- 4) Leverage **SECURE Access** as a valuable resource that enhances HCP-patient dialogue and treatment with *FENTORA*

<b>Objective</b>	<ul style="list-style-type: none"> <li>HCP Video Testimonials will utilize expert testimonials to educate on BTP and <i>FENTORA</i> on branded and unbranded platforms</li> <li>The video FAQs will define and reinforce BTP as a distinct subset of pain, which requires specific treatment</li> </ul>
<b>Description</b>	<ul style="list-style-type: none"> <li><b>HCP Videos</b> to include three video segments: nurse, onc and pain specialist to speak to specific issues pertaining to BTP and <i>FENTORA</i></li> <li><b>BTP FAQs:</b> A video collection of FAQs that can be delivered across multiple digital vehicles</li> <li>Content will be developed from <i>FENTORA</i> influencer insights and brand messaging to deliver the <i>FENTORA</i> story</li> </ul>
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>PCS, Onc, Onc Nurses, Patients, Caregivers, Pain Management Specialists and respective nurses</li> </ul>
<b>Timing</b>	<ul style="list-style-type: none"> <li>Q1 – Q4</li> </ul>
<b>Cost</b>	<ul style="list-style-type: none"> <li>\$165,000- \$180,000</li> </ul>
<b>Metrics</b>	<ul style="list-style-type: none"> <li>Views per segment, time spent per video, most-viewed content areas, transcript downloads, referring URLs, exit URLs</li> <li>NRx, primary &amp; secondary market research</li> </ul>
<b>Additional requirements/ opportunities</b>	<ul style="list-style-type: none"> <li>KOL contracts, OOPs associated with one-day video shoot local to Philadelphia area</li> <li>Sales force, MSL, Medical Education, MMR, Public Relations</li> </ul>

## HCP Video Testimonials & FAQ





10:20  
Robert E Purkis MD  
Major Pain Clinic, NY



9:23  
Donald R Esposito MD  
Oncology Center



0:31  
Jennifer J Kraskeo MD  
Oncology Center



10:20  
Mitch M Porter MD  
Chief Pain Specialist

1. Wjdhjsuiihjkfu kajdufdkfwkf?
2. Wjdhjsuiihjkfu kajdufdkfwkf?
3. Skidnajds dkjdl df dk;dqdfjfkf?
- 4. What is breakthrough pain?**
5. Skidnajds dkjdl df dk;dqdfjfkf?
6. Wjdhjsuiihjkfu kajdufdkfwkf?
7. Skidnajds dkjdl df dk;dqdfjfkf?
8. Wjdhjsuiihjkfu kajdufdkfwkf?
9. Skidnajds dkjdl df dk;dqdfjfkf?
10. Wjdhjsuiihjkfu kajdufdkfwkf?



**4. What is breakthrough pain?**

0:03 / 1:55

Barry Breakthrough MD  
Chief Pain Specialist,

## Pain Tracker Mobile App

### Strategy Addressed

(highlight primary strategic driver)

#### 1) Understand and repair the gaps in communication

2) Align treatment expectations against *FENTORA*'s unique benefits

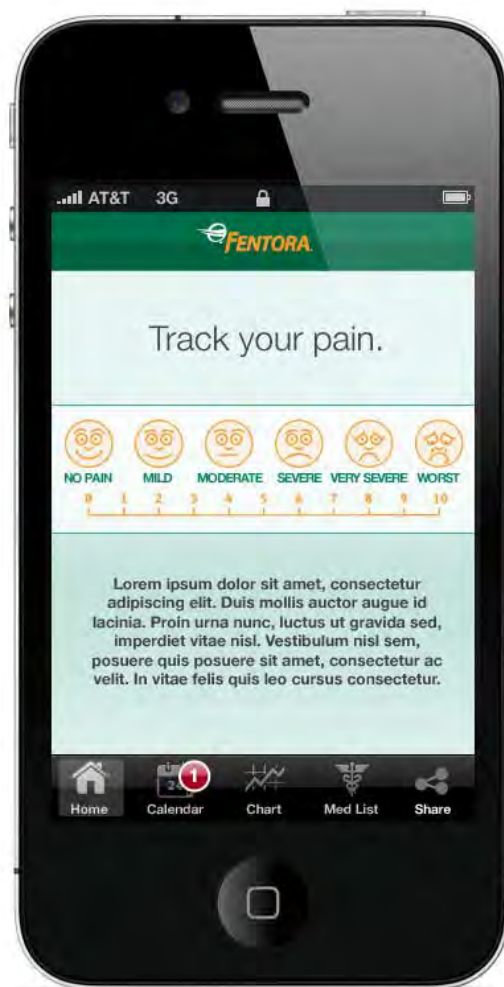
3) Facilitate a consistent and multi-dimensional approach to BTCP

4) Leverage SECURE Access as a valuable resource that enhances HCP-patient dialogue and treatment with *FENTORA*

<b>Objective</b>	<ul style="list-style-type: none"> <li>To leverage mobile usage prevalence to better foster a productive dialogue between patient and HCP</li> </ul>
<b>Description</b>	<ul style="list-style-type: none"> <li><b>Pain Tracker Mobile App;</b> Take algorithm from digital pain tracker and port to mobile technology for download on <i>FENTORA.com</i>, <i>BTP.com</i> and <i>SYP.com</i></li> <li>Ability to upload data, track trends and medication usage and email to HCP (HL-7 compliance)</li> <li>Multi-dimensional: Speed of onset, duration, speed of offset, functionality between spikes, triggers, body location</li> <li>Create a personalized pain scale using your own face</li> </ul>
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>Primary: Patients</li> <li>Secondary: HCPs for patient education</li> </ul>
<b>Timing</b>	<ul style="list-style-type: none"> <li>Q4 Launch</li> </ul>
<b>Cost</b>	<ul style="list-style-type: none"> <li>\$150,000 - \$200,000</li> </ul>
<b>Metrics</b>	<ul style="list-style-type: none"> <li>Downloads, interactions</li> </ul>
<b>Additional requirements/opportunities</b>	<ul style="list-style-type: none"> <li>Possible approvals required from Apple, link to all web properties</li> </ul>



## Pain Tracker Mobile App



## Maximizing Convention Presence

### Strategy Addressed

(highlight primary strategic driver)

1) Understand and repair the gaps in communication

2) Align treatment expectations against FENTORA's unique benefits

3) Facilitate a consistent and multi-dimensional approach to BTCP

4) Leverage SECURE Access as a valuable resource that enhances HCP-patient dialogue and treatment with FENTORA

Objective	<ul style="list-style-type: none"> <li>Maintain FENTORA SOV at professional conventions dedicated to pain management and oncology</li> </ul>
Description	<ul style="list-style-type: none"> <li><b>Cephalon Tweet:</b> Cephalon Twitter feed that lists convention updates and announcements</li> <li><b>Yesterday's Posters Today:</b> Collection of FENTORA posters from the previous day's poster sessions, handed out at the booth</li> <li>Door drop booth drivers, pre/post convention email contact stream, convention journal ad</li> <li><b>BTP Wiki:</b> Capitalize on the principles of Wiki- content development to create an online, physician-created compilation of BTP pain reference information</li> </ul>
Target Audience	<ul style="list-style-type: none"> <li>Pain Management Specialist (MD, nurse), Oncologist (MD, nurse)</li> </ul>
Timing	<ul style="list-style-type: none"> <li>Q1 Initiation, Q1Launch</li> </ul>
Cost	<ul style="list-style-type: none"> <li>\$295,000</li> </ul>
Metrics	<ul style="list-style-type: none"> <li>Booth attendance, Twitter followers, poster distribution, # new prescribers, NRx</li> </ul>
Additional requirements/ opportunities	<ul style="list-style-type: none"> <li>Sales force communication, sales training</li> </ul>

## FENTORA Virtual Convention Booth

### Strategy Addressed

(highlight primary strategic driver)

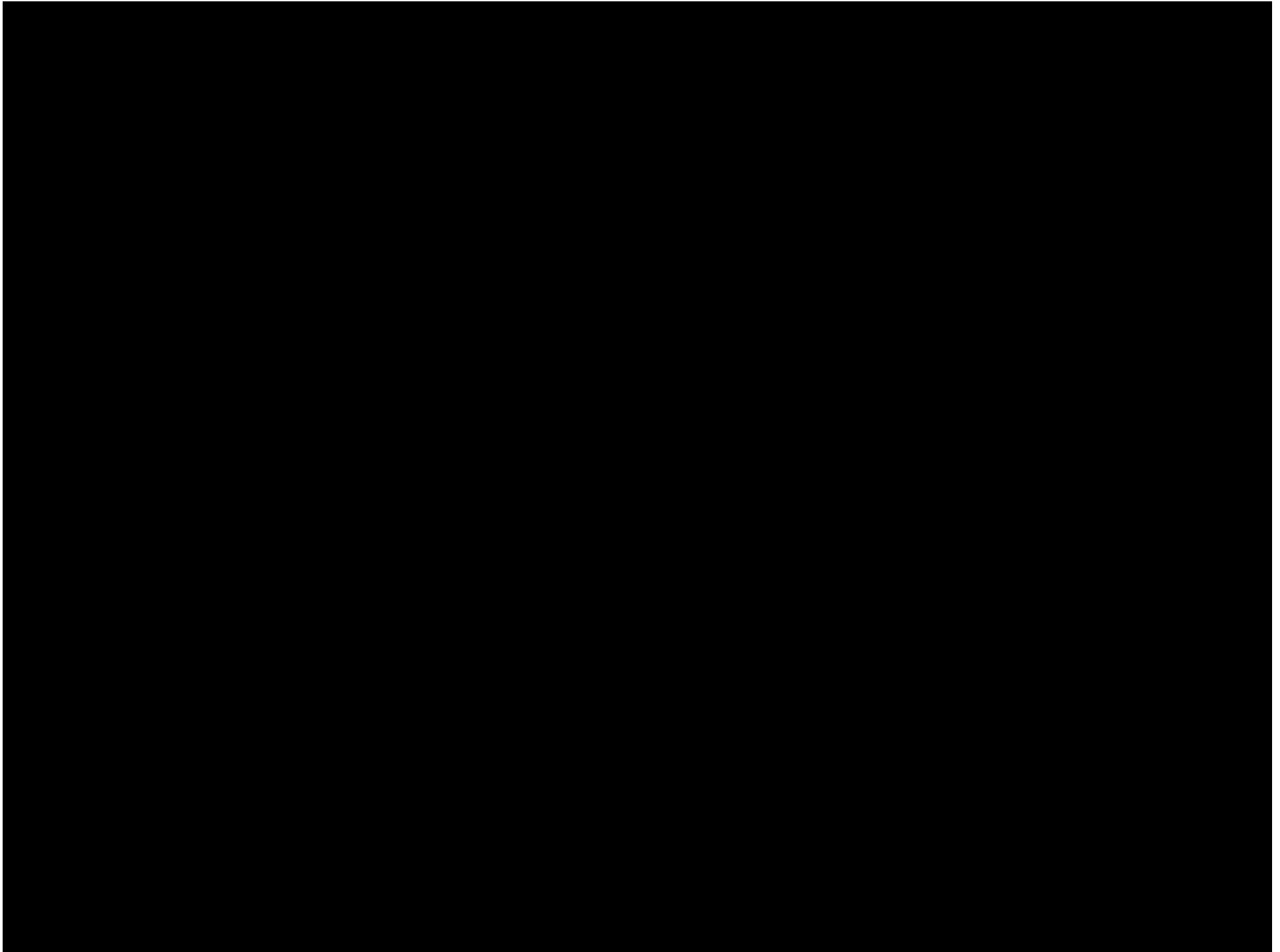
1) Understand and repair the gaps in communication

2) Align treatment expectations against FENTORA's unique benefits

3) Facilitate a consistent and multi-dimensional approach to BTCP

4) Leverage SECURE Access as a valuable resource that enhances HCP-patient dialogue and treatment with FENTORA

Objective	<ul style="list-style-type: none"> <li>Extend reach and impact of <i>FENTORA</i> convention content to targets not in attendance</li> </ul>
Description	<ul style="list-style-type: none"> <li>Proprietary, immersive on-line environment designed to deliver convention experience at the HCP's convenience</li> <li>Leverages existing creative &amp; scientific assets               <ul style="list-style-type: none"> <li>STREAMING NEWS TICKER: Get the latest in disease state, clinical trial, and competitive news with a streaming ticker on the Virtual Booth landing page</li> <li>VIRTUAL PATIENT/Clinical Case Studies: Visually demonstrating the impact of disease progression on patients</li> <li>VIRTUAL MEDICAL LIBRARY: Personalized, comprehensive database of textbooks, journals, clinical articles and links to leading organizations</li> <li>ON-DEMAND KOL/HCP Testimonial Video: On-demand or live presentations from KOLs including poster presentations and clinical paper discussion</li> <li>CONVENTION PANELS COME TO LIFE: Instantly view panels with link to supporting clinical studies and Q&amp;A to request additional information</li> </ul> </li> <li>Able to stand independently or within FENTORA.com</li> </ul>
Target Audience	<ul style="list-style-type: none"> <li>Pain Specialists &amp; Nurses, Oncologists &amp; Nurses, Payors</li> </ul>
Timing	<ul style="list-style-type: none"> <li>Project initiation September 2010, launch February 2011</li> </ul>
Cost	<ul style="list-style-type: none"> <li>\$300,000-\$500,000</li> </ul>
Metrics	<ul style="list-style-type: none"> <li>Program traffic, CRM registry pull-through, NRx</li> </ul>
Additional requirements/opportunities	<ul style="list-style-type: none"> <li>Will it require sales force communication, sales training, internal communication, other ? Can it be leveraged across channels, PR, MedEd, promotion, etc.?</li> </ul>







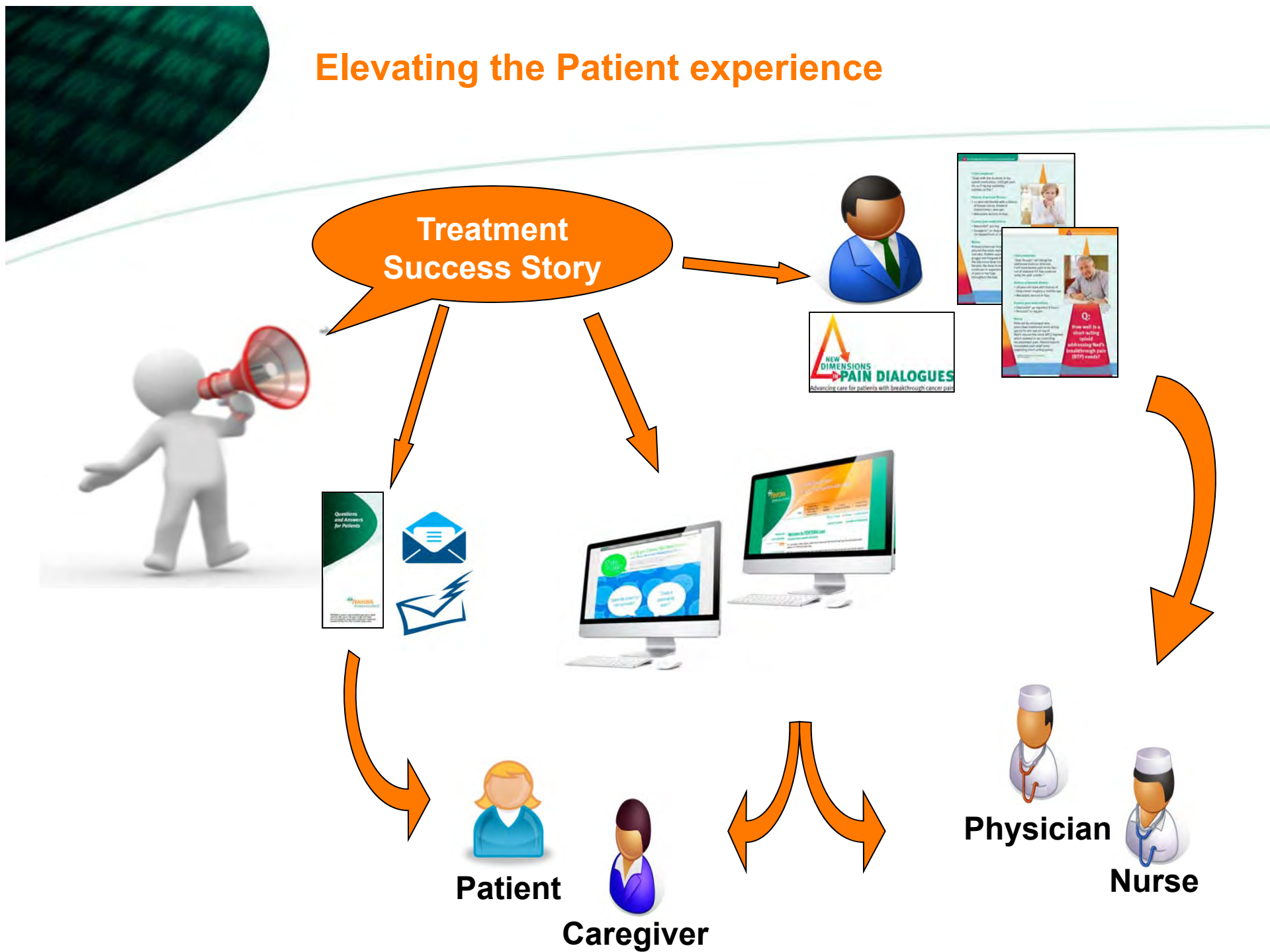
## Concept: Elevate Patient Experience

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### Objective:

- Leverage real patient experience with *FENTORA* to illustrate value of BTP treatment matching and regaining/maintaining functional goals
- Provide resources and services to drive successful patient-HCP dialogues about pain experience, characteristics and treatment progress

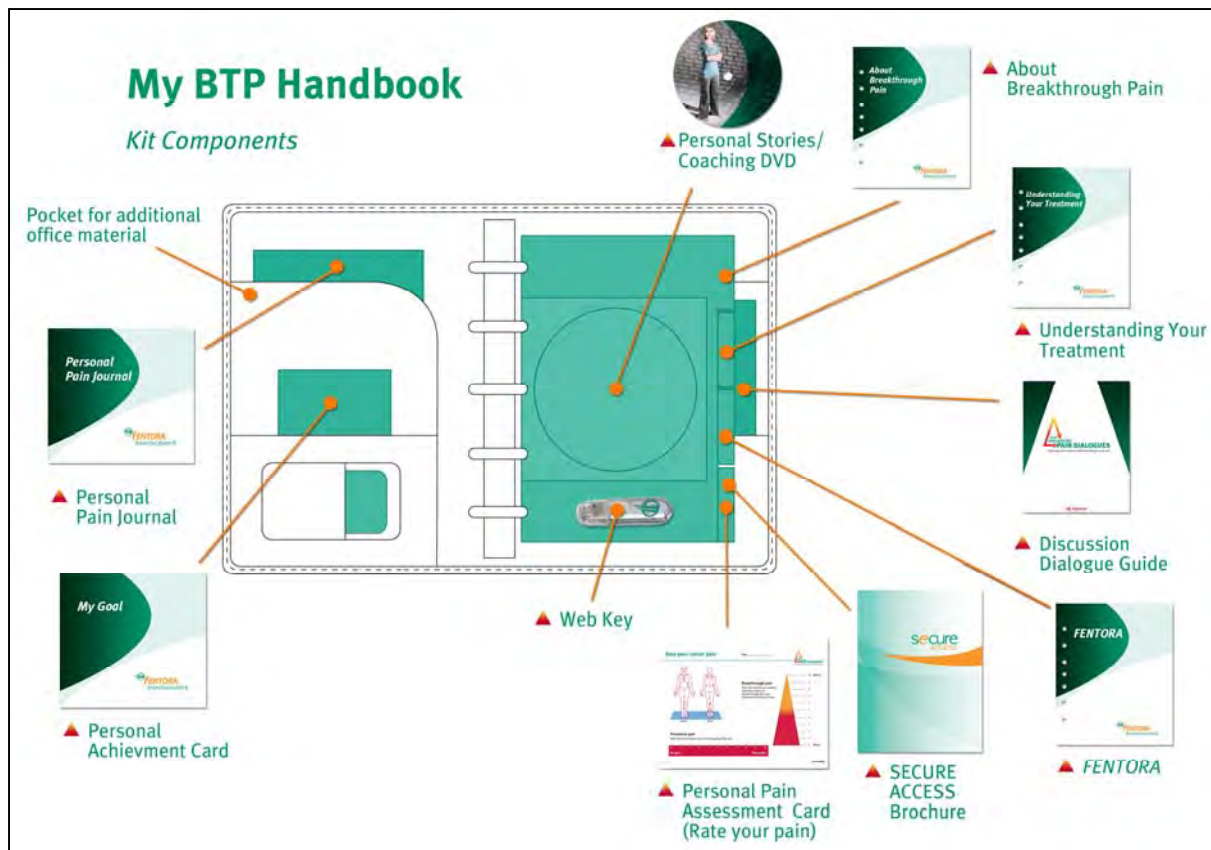
## Elevating the Patient experience



## FENTORA Breakthrough Pain Support Kit

<b>Strategy Addressed</b> (highlight primary strategic driver)  <b>1) Understand and repair the gaps in communication</b>  <b>2) Align treatment expectations against FENTORA's unique benefits</b>  <b>3) Facilitate a consistent and multi-dimensional approach to BTPC</b>  <b>4) Leverage SECURE Access as a valuable resource that enhances HCP-patient dialogue and treatment with FENTORA</b>	<b>Objective</b>	•Acknowledge pain as a distinct and unique component of the cancer patient experience upon first diagnosis and provide them with the tools and resources to
	<b>Description</b>	<ul style="list-style-type: none"> <li>•Informative patient education resource to raise awareness about the unique characteristics of BTP and appropriate treatment</li> <li>•Relevant to patients at any point in their pain journey</li> <li>•Oncology and Pain Specialist nurse delivered, in print and digital formats</li> <li>•Components would include: BTP Education; Patient appointment prep resources; Registration drivers for subsequent communications</li> <li>• Web key links to customized portal at FENTORA.com to obtain resources</li> </ul>
	<b>Target Audience</b>	•Patient
	<b>Timing</b>	•Q4 2010 Initiation, Q1 Launch
	<b>Cost</b>	•\$160,000
	<b>Metrics</b>	•Mobile Google analytics, Website analytics to Fentora.com and Web portal, NRx
	<b>Additional requirements/ opportunities</b>	•Will require sales force communication and delivery of kits to called on Oncologist offices.

## FENTORA Breakthrough Pain Support Kit



FENTORA.com



Mobile Applications



## Patient Services – Nurse on Demand

### Strategy Addressed

(highlight primary strategic driver)

- 1) Understand and repair the gaps in communication
- 2) Align treatment expectations against FENTORA's unique benefits
- 3) Facilitate a consistent and multi-dimensional approach to BTPC
- 4) Leverage SECURE Access as a valuable resource that enhances HCP-patient dialogue and treatment with FENTORA

<b>Objective</b>	<ul style="list-style-type: none"> <li>Drive patient education, appropriate identification and treatment of BTP</li> </ul>
<b>Description</b>	<ul style="list-style-type: none"> <li>Establish a group of nurses to provide oncology patient education and support and BTP identification and treatment</li> <li>Nurses could be accessed via local group programs (live and/or telecon) and online</li> <li>Reinforce BTP education and <i>FENTORA</i> messages via personalized nurse-to-patient communications</li> <li>Maintain integration Nurse BTP Education programming</li> </ul>
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>Patient</li> </ul>
<b>Timing</b>	<ul style="list-style-type: none"> <li>Q1 Initiation, Q2 Launch</li> </ul>
<b>Cost</b>	<ul style="list-style-type: none"> <li>\$35,000</li> </ul>
<b>Metrics</b>	<ul style="list-style-type: none"> <li>Increased persistency rate, NRx</li> </ul>
<b>Additional requirements/opportunities</b>	<ul style="list-style-type: none"> <li>Sales Force, Sales Training, PR</li> </ul>

## Patient Services - Nurse on Demand



The screenshot shows a web browser window with the address bar displaying <https://www.fentora.com/btp/nurseservices>. The page features a green header with the FENTORA logo and the tagline "Matching therapy to specific pain needs". The main content area is divided into several sections:

- Understanding BTP**: Finding a therapy that matches your BTP. FENTORA For caregivers. FENTORA Medication Guide.
- FENTORA Nurse Services**: FENTORA Nurse Services at your service:
  - Understanding BTP
  - Advice about treatment expectations
  - Counseling for your concerns
- Patient Perspective Videos**: A video player showing two women in a kitchen setting. Below the video are tabs for FENTORA, Getting Ready, Finding Support, and Weighing Benefits.
- Assistance at the Pharmacy**: FENTORA Assistance Card.
- Download the Pain Assessment Resources**: A graphic showing a pain scale and a diagram of the human body.
- FENTORA Peer Mentors**: Sign up to connect with someone currently living with BTP.
- FENTORA Pain Therapy Support**: Help is here. Caroline FENTORA Therapy Support Coordinator.

## Patient Services – *FENTORA* Patient Mentors

### Strategy Addressed

(highlight primary strategic driver)

1) Understand and repair the gaps in communication

2) Align treatment expectations against *FENTORA*'s unique benefits

3) Facilitate a consistent and multi-dimensional approach to BTCP

4) Leverage SECURE Access as a valuable resource that enhances HCP-patient dialogue and treatment with *FENTORA*

Objective	<ul style="list-style-type: none"> <li>Increase SOV and impact of <i>FENTORA</i> key messages</li> </ul>
Description	<ul style="list-style-type: none"> <li>Recruit <i>FENTORA</i> patient advocates to share their personal experiences with <i>FENTORA</i></li> <li>Connect <i>FENTORA</i> Patient Mentors and oncology patient via live events, teleconference series and <i>FENTORA</i>.com</li> <li>Feature individual <i>FENTORA</i> Patient Mentors in non-personal communications</li> <li>Coordinate user-generated and push communications to amplify <i>FENTORA</i> mentor program messages within the social space</li> <li>Conduct mentor advisory board discussions to determine group knowledge and activity in oncology social media venues</li> </ul>
Target Audience	<ul style="list-style-type: none"> <li>Patient</li> </ul>
Timing	<ul style="list-style-type: none"> <li>\$35,000</li> </ul>
Cost	<ul style="list-style-type: none"> <li>Overall &amp; by quarter (may require more details)</li> </ul>
Metrics	<ul style="list-style-type: none"> <li>NRx, increased persistency rate</li> </ul>
Additional requirements/opportunities	<ul style="list-style-type: none"> <li>Sales Force, Sales Training, PR</li> </ul>



## The Art of Treatment Matching

### Strategy Addressed

(highlight primary strategic driver)

#### 1) Understand and repair the gaps in communication

2) Align treatment expectations against FENTORA's unique benefits

3) Facilitate a consistent and multi-dimensional approach to BTP

4) Leverage SECURE Access as a valuable resource that enhances HCP-patient dialogue and treatment with FENTORA

<b>Objective</b>	<ul style="list-style-type: none"> <li>Generate a travelling piece of art which increases BTP awareness and FENTORA education</li> </ul>
<b>Description</b>	<ul style="list-style-type: none"> <li>Commission a sculpture from patient quotes which inspires reflection on the positive outcomes of enhanced pain dialogues and treatment matching</li> <li>Displayed in esteemed oncology centers (i.e. Sloan Kettering, UCSF, et al.)</li> <li>The structure of the sculpture would also serve as a repository for patient education materials concerning improved identification and treatment of BTP with FENTORA</li> </ul>
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>Oncologist, Oncology clinics / institutions, allied health; patient / caregiver</li> </ul>
<b>Timing</b>	<ul style="list-style-type: none"> <li>Q2 Initiation, Q3 Launch</li> </ul>
<b>Cost</b>	<ul style="list-style-type: none"> <li>\$65,000</li> </ul>
<b>Metrics</b>	<ul style="list-style-type: none"> <li># Prescribers, NRx, # patient mentors, primary &amp; secondary research</li> </ul>
<b>Additional requirements/ opportunities</b>	<ul style="list-style-type: none"> <li>Sales Force, Public Relations</li> </ul>

## Cause-Related Marketing

### Strategy Addressed

(highlight primary strategic driver)

1) Understand and repair the gaps in communication

2) Align treatment expectations against FENTORA's unique benefits

3) Facilitate a consistent and multi-dimensional approach to BTCP

4) Leverage SECURE Access as a valuable resource that enhances HCP-patient dialogue and treatment with FENTORA

Objective	<ul style="list-style-type: none"> <li>Leverage relationships and community commitment with national advocacy groups</li> </ul>
Description	<ul style="list-style-type: none"> <li>Establish a presence at oncology and pain management patient 3<sup>rd</sup> party/association events, via:</li> <li>Sponsorships and BTP/FENTORA patient education materials</li> <li>Team of FENTORA patients, and HCPs, to be the face of FENTORA efficacy</li> </ul>
Target Audience	<ul style="list-style-type: none"> <li>Patients, HCPs, Payors, Advocacy Groups</li> </ul>
Timing	<ul style="list-style-type: none"> <li>Initiation, PDRC review, Launch</li> </ul>
Cost	<ul style="list-style-type: none"> <li>\$80,000</li> </ul>
Metrics	<ul style="list-style-type: none"> <li>Event participation, primary &amp; secondary market research, NRx</li> </ul>
Additional requirements/opportunities	<ul style="list-style-type: none"> <li>Sales Force, Sales Training, PR</li> </ul>



## Cause-Related Marketing

**September  
Run for Life  
Team *FENTORA***



**APF Local  
Chapter  
Event Team  
Sponsorship**



**Meet the  
Cephalon  
Champions**



**Pain Month Events**  
Sponsored by *FENTORA*



**BTP Workshop  
Tampa, FL**





## Concept: Creating Universal Understanding of BTP

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### Objective:

- Create consistent understanding of appropriate BTP patient identification, value of treatment matching and regaining/maintaining patient functional goals



## Broadening Market Education

### Strategy Addressed

(highlight primary strategic driver)

1) Understand and repair the gaps in communication

2) Align treatment expectations against FENTORA's unique benefits

3) Facilitate a consistent and multi-dimensional approach to BTCP

4) Leverage SECURE Access as a valuable resource that enhances HCP-patient dialogue and treatment with FENTORA

Objective	<ul style="list-style-type: none"> <li>Create consistent understanding of appropriate BTP patient identification, value of treatment matching and regaining/maintaining patient functional goals</li> </ul>
Description	<ul style="list-style-type: none"> <li>Non-personal communications that reinforce a universal definition of BTP and appropriate BTP patient identification for <i>FENTORA</i> treatment. Campaign will include messaging about:               <ul style="list-style-type: none"> <li>The effect of BTP on measures of patient functionality</li> <li>Key components of patient dialogue to drive appropriate BTP patient identification</li> </ul> </li> <li>Print advertorial series (quarterly)               <ul style="list-style-type: none"> <li>BTP Understanding</li> <li>Functionality</li> <li>Communication</li> <li>Patient Identification</li> </ul> </li> <li>Direct mail and email series to call list HCPs               <ul style="list-style-type: none"> <li>Drive to online educational and practice-building resources</li> </ul> </li> </ul>
Target Audience	<ul style="list-style-type: none"> <li>HCP, Patient</li> </ul>
Timing	<ul style="list-style-type: none"> <li>Q3 2010 Initiation, Q1Launch</li> </ul>
Cost	<ul style="list-style-type: none"> <li>\$540,000</li> </ul>
Metrics	<ul style="list-style-type: none"> <li>ATU Study, Message Recall Study, BreakThroughPain.com page views</li> </ul>
Additional requirements/opportunities	<ul style="list-style-type: none"> <li>Sales Force, Med Ed, PR</li> </ul>

## Unbranded Web Properties

### Strategy Addressed

(highlight primary strategic driver)

- 1) Understand and repair the gaps in communication
- 2) Align treatment expectations against *FENTORA*'s unique benefits
- 3) Facilitate a consistent and multi-dimensional approach to BTCP
- 4) Leverage SECURE Access as a valuable resource that enhances HCP-patient dialogue and treatment with *FENTORA*

<b>Objective</b>	<ul style="list-style-type: none"> <li>To educate consumers and HCPs about BTP in an environment that is one-step before brand choice on the buying process</li> <li>To leverage the idea of community to better inform the patient/HCP dialogue as it pertains to all types of pain—specifically driving BTP leads to a more relevant online destination</li> </ul>
<b>Description</b>	<ul style="list-style-type: none"> <li><b>BreakThroughPain.com</b> - an unbranded online environment that legitimizes breakthrough pain as a condition and allows for delivery of content appropriate for segments and mindsets—both consumer and HCP</li> <li><b>ShareYourPain.com</b> - evolution to include building upon the existing concept by developing an online destination for a true patient community</li> <li><b>Doc Finder</b> - to help patients find a pain specialist in their area</li> </ul>
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>PCS, Onc, Onc Nurses, Patients, Caregivers</li> </ul>
<b>Timing</b>	<ul style="list-style-type: none"> <li>Q2 Launch</li> </ul>
<b>Cost</b>	<ul style="list-style-type: none"> <li>BreakthroughPain.com     \$250,000</li> <li>ShareYourPain.com        \$ 75,000</li> <li>Doc Finder                    \$ 30,000</li> </ul>
<b>Metrics</b>	<ul style="list-style-type: none"> <li>Meet the CSF of understanding the stakeholders' drivers and barriers, specifically through most-viewed content, downloads, registrations, traffic to site, path analyses, referring traffic to SYP.com and <i>FENTORA</i>.com</li> <li>Help better understand patient mindsets at pre-diagnosis stage. Registration-required content, most-viewed content, traffic to site, path analyses, downloads, registrations, referring traffic to BTP.com and <i>FENTORA</i>.com will be measured</li> </ul>
<b>Additional requirements/opportunities</b>	<ul style="list-style-type: none"> <li>Leads to pass to sales force, work with Cephalon IT to host and launch</li> <li>Doc Finder requires list rental</li> </ul>

## Broadening Market Education Rollout

Q4 '10

Q1

Q2

Q3

Q4

Advertorials



DM & Email



Online







## Concept: Relationship Marketing



### Objective:

- Deliver relevant brand content on an individual basis, based upon audience need requests and level of engagement



## Relationship Marketing

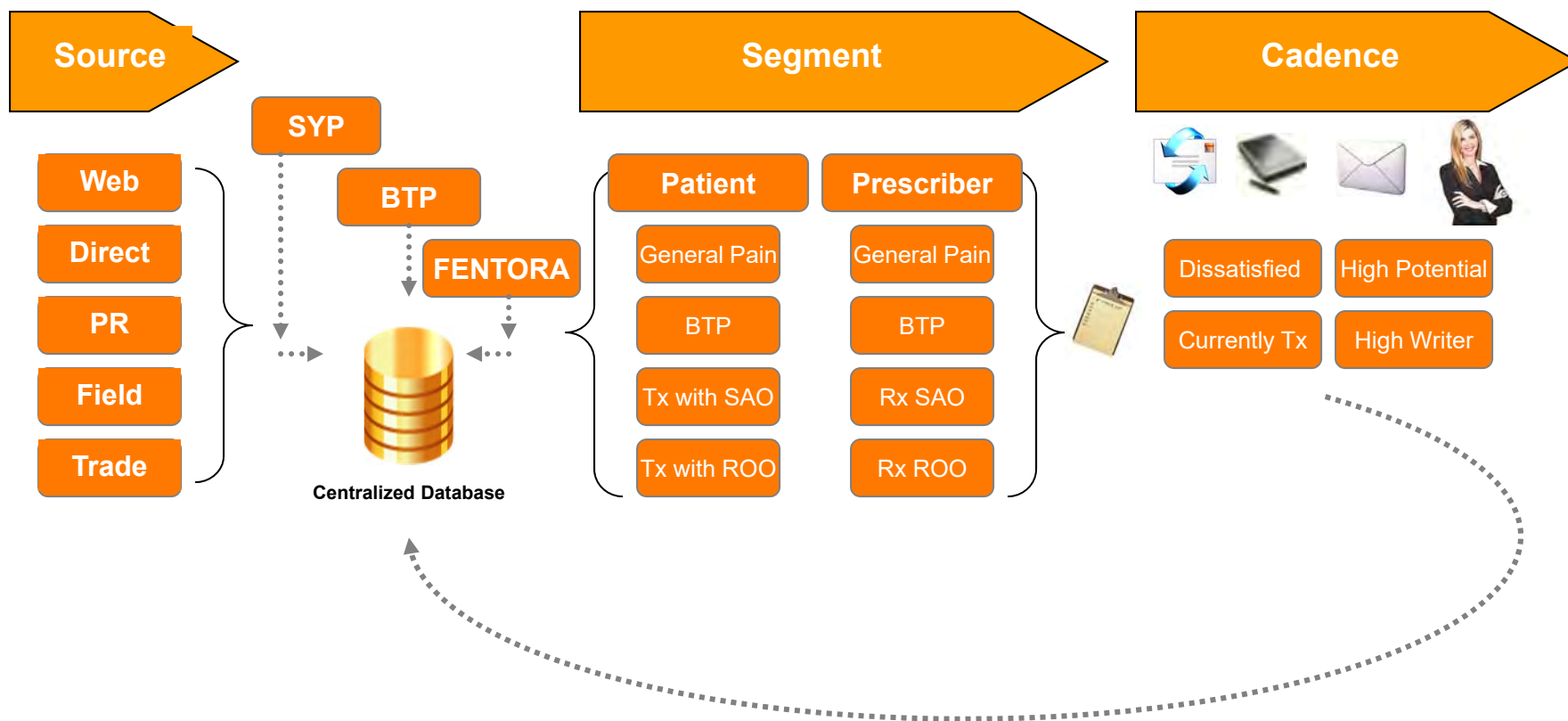
### Strategy Addressed

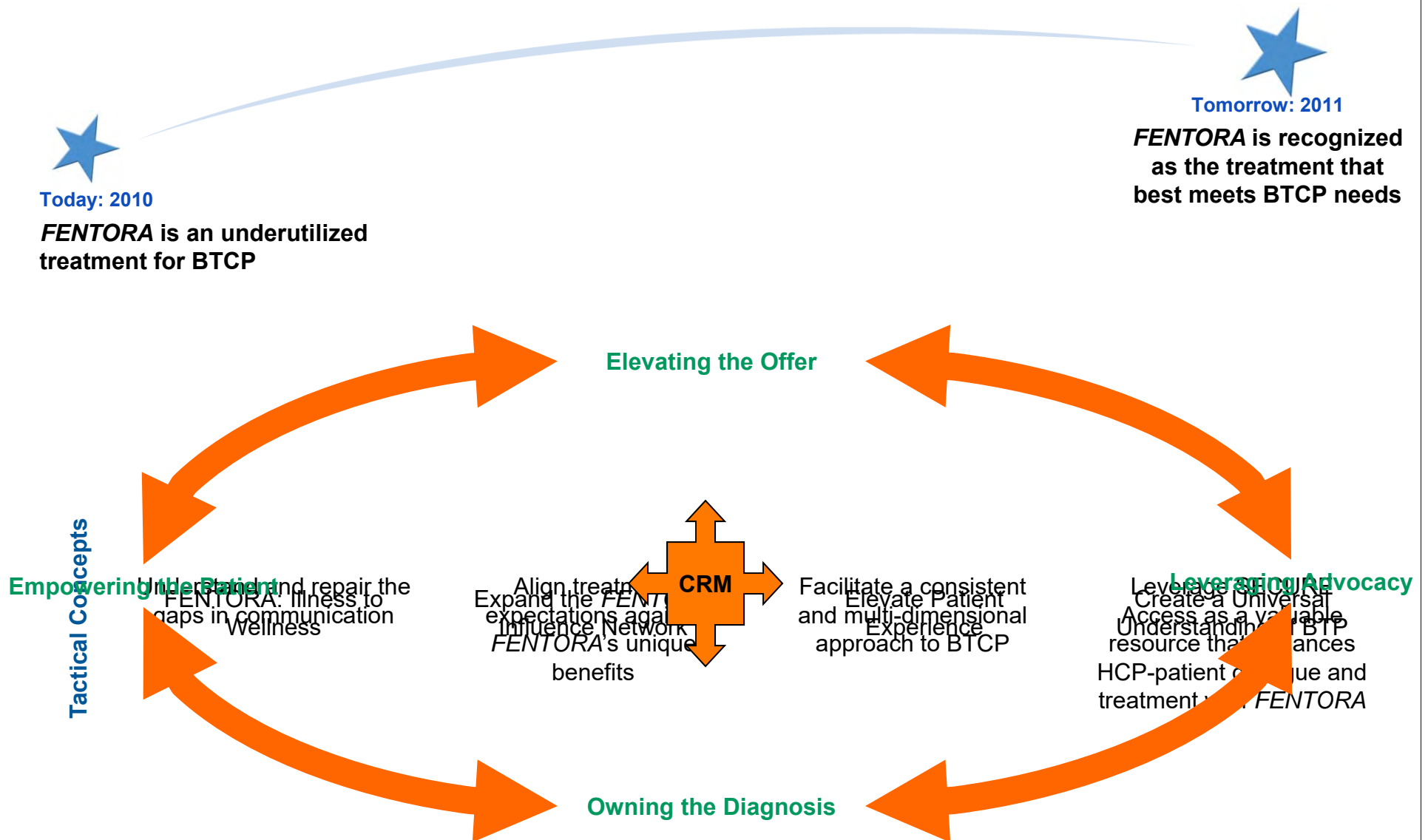
(highlight primary strategic driver)

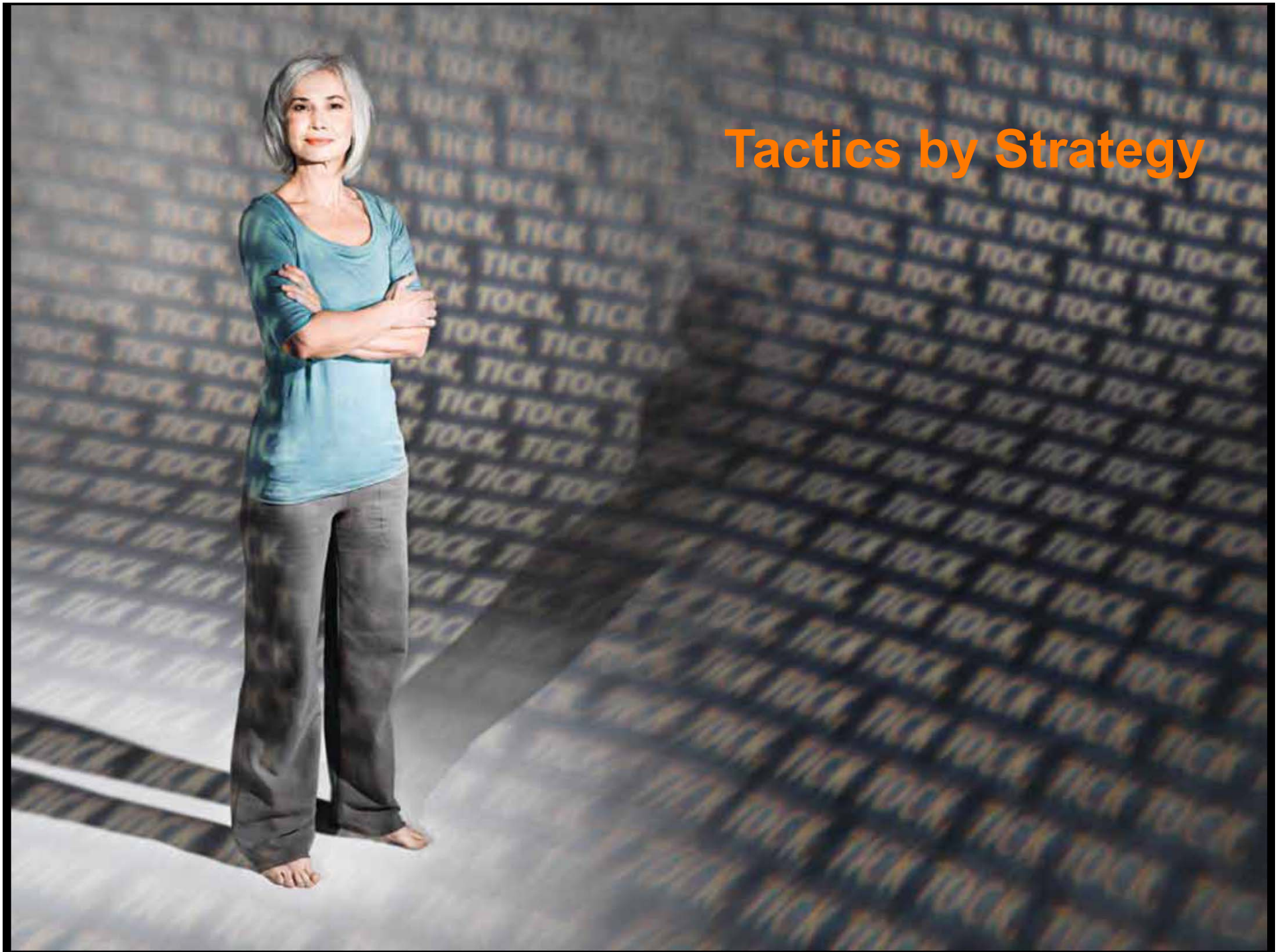
- 1) Understand and repair the gaps in communication
- 2) Align treatment expectations against FENTORA's unique benefits
- 3) Facilitate a consistent and multi-dimensional approach to BTCP
- 4) Leverage SECURE Access as a valuable resource that enhances HCP-patient dialogue and treatment with FENTORA

Objective	<ul style="list-style-type: none"> <li>Deliver relevant brand content on an individual basis, based upon audience level of engagement</li> </ul>
Description	<ul style="list-style-type: none"> <li>Leverages ERL MetaMax VRM: A scalable, centralized profiling and interest data management tool</li> <li>Enrollment communications and drivers</li> <li>Initial development rules and ongoing refinement of system business rules</li> <li>Email and direct mail campaign of automated and rep triggered communications</li> <li>Viral content sharing enablement</li> <li>Sales enablement integration allows for rep customized communications and market materials (aligned with evolving target needs and preferences)</li> <li>Full integration with existing Cephalon customer database(s)</li> </ul>
Target Audience	<ul style="list-style-type: none"> <li>HCP, Patient</li> </ul>
Timing	<ul style="list-style-type: none"> <li>Q1 Initiation, Q3 Launch</li> </ul>
Cost	<ul style="list-style-type: none"> <li>\$2,100,000</li> </ul>
Metrics	<ul style="list-style-type: none"> <li>Engagement/response rates, # participants, # new prescribers, productivity of current prescribers, NRx</li> </ul>
Additional requirements/opportunities	<ul style="list-style-type: none"> <li>Sales Force, Sales Training, Med Ed, PR, Medical</li> </ul>

## Relationship Marketing





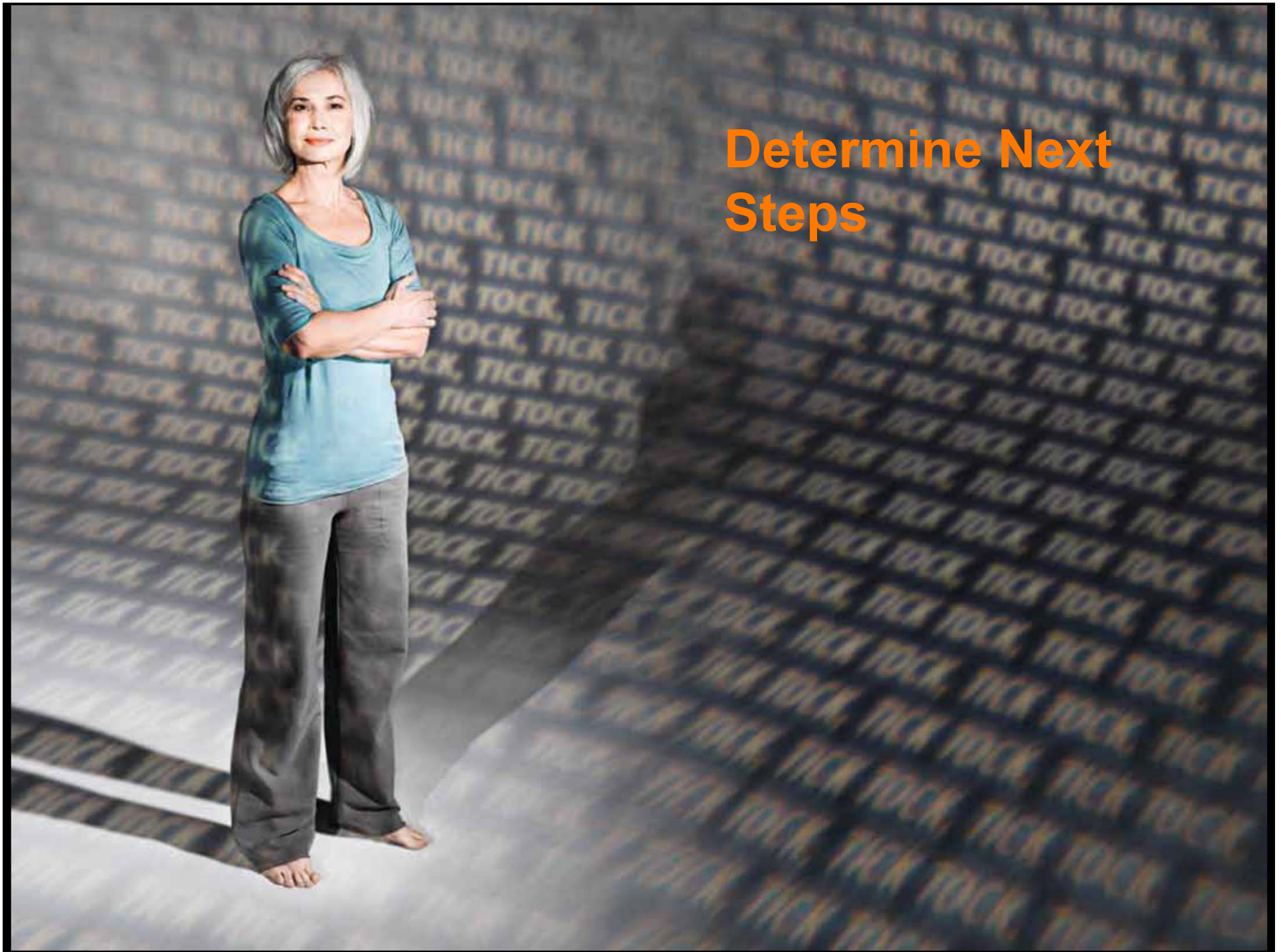


## Tactics by Strategy



Tactic	1 Understand and repair the gaps in communication	2 Align treatment expectations against <i>FENTORA</i> 's unique benefits	3 Facilitate a consistent and multi-dimensional approach to BTP	4 Leverage SECURE Access as a valuable resource that enhances HCP-patient dialogue and treatment with <i>FENTORA</i>
Rebranding <i>FENTORA</i> from Illness to Wellness				
Label Optimization Initiative				
Mapping KOL Influence				
Narrative Competence initiative – MD and RN				
White Paper Series				
BTP Video FAQ				
Transference of Experience				
Elevate Patient Experience				
Maximizing Convention Presence				
The Cephalon TWEET— “Follow me at APS”				
Yesterday's posters today— booth driver				
BTCP Wiki Development Project				
<i>FENTORA</i> BTP Support Kit				
Patient Services – Nurse on Demand				
Patient Services – <i>FENTORA</i> Patient Mentors				
Collage				
Cause-Related Marketing				
Broadening Market Education				
Relationship Marketing				
<i>FENTORA</i> Facts Field Communications Plan				

Tactic	1 Understand and repair the gaps in communication	2 Align treatment expectations against <i>FENTORA</i> 's unique benefits	3 Facilitate a consistent and multi-dimensional approach to BTCP	4 Facilitate a consistent and multi-dimensional approach to BTCP
Online KOL Community	X	X	X	X
HCP Videos	X	X		
eCRM Strategy	X	X	X	X
eCRM Execution	X	X	X	X
Breakthroughpain.com	X	X	X	
Digital Selling Companion	X	X	X	
<i>FENTORA</i> .com Evolution		X	X	X
ShareYourPain.com Evolution	X			
Online Promotion	X	X	X	X
Interactive Clinical Case Studies		X	X	
Patient Videos	X	X		
Pain Tracker Mobile App	X			
Pain Specialist Doc Finder		X		
Digital Data Module		X		
Digital Market Intelligence	X	X	X	X
Digital Objection Handler	X	X	X	X
Analytics Dashboard	X	X	X	X
Asset Syndication	X	X	X	X
Virtual Patient	X	X	X	



## Determine Next Steps